

Anika Popat

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Boston, MA

857-313-0551

EDUCATION

Suffolk University – Sawyer Business School

BSBA; Marketing Major | Artificial Intelligence Minor | Digital Marketing Concentration

Boston, MA

Class of 2026

Relevant Coursework: Social Media & Influencer Marketing, Consumer Behavior, Event Marketing, Marketing with Generative AI, Brand Marketing

WORK EXPERIENCE

House of Culture

Fashion Merchandising Intern

Boston, MA

Aug 2025 – Dec 2025

- Facilitated 6 client engagements sourcing and coordinating wardrobe selections.
- Styled clients by curating looks tailored to individual preferences, and current fashion trends to enhance customer experience.
- Conducted trend and market research to identify emerging designers, styles, and consumer preferences.
- Supported visual merchandising and social media initiatives through product displays and content creation.

LAL's Group Qatar

Marketing Intern

Doha, Qatar

May 2026 – June 2026

- Executed Meta advertising campaigns across multiple brands, achieving ROI by 16%.
- Developed 8 integrated marketing campaigns, incorporating A/B testing with 73% reach through social media, in-store activations, SMS, and WhatsApp.
- Managed content planning through the creation of social media calendars.
- Analyzed campaign performance and competitor activity, partnering with design, merchandising, and operations teams.

Suffolk in the Hub – Marketing Agency

Marketing Consultant

Boston, MA

Jan 2025 – May 2025

- Led the development of a rebranding strategy for a Boston small business to improve overall market positioning.
- Conducted market and keyword research to identify target audiences, industry trends, and competitive opportunities.
- Developed and ran SEO-focused marketing initiatives through content creation, social media, and customer outreach campaigns.

LEADERSHIP

Suffolk University Women in Business

Social Outreach Coordinator

Boston, MA

Jan 2025 – May 2026

- Grew membership by 150%+ through a full rebrand including social media strategy, messaging, and outreach
- Designed branded physical and digital promotional assets and media kits to ensure consistent alignment with organizational branding
- Leveraged analytics and performance reporting to measure campaign success, identify trends, and recommend improvements.

Suffolk University South Asian Student Association

Public Relations Coordinator

Boston, MA

Sep 2024 – May 2026

- Grew membership by 175%+ through a full rebrand including social media strategy, messaging, and outreach.
- Designed branded physical and digital promotional assets and media kits to ensure consistent alignment with organizational branding
- Analyze campaign performance through media monitoring and reporting to measure effectiveness
- Led a team of two social media associates, overseeing content development, coordinating workflows, and execution of campaigns.

ADDITIONAL INFORMATION

Skills: Microsoft Excel, Word, PowerPoint (Proficient); Social Media Marketing {Instagram, TikTok, X (Twitter), Canva (Proficient), Adobe Photoshop, Adobe Illustrator